

VINAYAKA MISSION'S RESEARCH FOUNDATION, SALEM

(DEEMED TO BE UNIVERSITY)

Vinayaka Mission's Kirupananda Variyar Engineering College

Date: 30.07.2021

Webinar on Lean Startup and Minimum Viable

Product/Business – Mentoring Session

Organized by

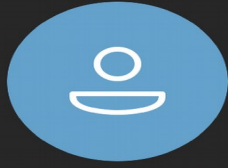
Department of Management and Institution's Innovation Council

Lean start-up is a method to systematically address uncertainty through rapid iteration and market learning. It also provides a scientific approach to creating and managing startups and get a desired product to customers' hands faster. The Lean Startup concepts reveals how to drive a startup-how to steer, when to turn, and when to persevere-and grow a business with maximum acceleration. It is a principled approach to new product development. The Minimum Viable Product [MVP] is a process to continuously test ideas and built the new product, which allows a team to collect the maximum amount of validated learning about customers with the least effort.

In order to inculcate and refresh the knowledge about the Lean startup and Minimum Viable Product, the webinar session has been organized by the Department of Management and associated with Institution's Innovation Council of Vinayaka Mission's Kirupananda Variyar Engineering College, Salem on 30.07.2021. The Programme was commenced at 11.30 am, virtually. Dr. C. Arunkumar Madhuvappan, President, IIC - VMKVEC welcomed the participants. Prof. Dr. R. Sasikumar, Principal, VMKV Engineering College delivers the key note address. He explains the importance of entrepreneurship and the role of IIC to promote startup business. Dr. G. Murugesan, Professor, Department of Management, VMKVEC served as a resource person of the session. He explains the basic concept of Lean Startup and minimum viable product, and its importance, the principles of MVP among the audience. Around _____ participants were benefited through this webinar. Finally, the webinar programme was ended with vote of thanks by the Organising Secretary Mr. A. Mani, Associate Professor & Head – I/C, Department of Management, Vinayaka Mission's Kirupananda Variyar Engineering College, Salem.

11:50 AM

VoLTE 4G 79%



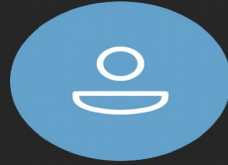
avanthika



Dr.G.MURUGESAN



Poorani G



GOKUL NATH.A BME



P.M.MURALI V



R.ANANDAN V



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VM



MVP Process

Step 1 – Build

Test hypothesis (idea) by building a prototype (code)

- What kind of idea do we want to test?
- What kind of prototype should we build?
- What technology should we use to build code?
PHP? Node.js?
- Where can I find a technical co-founder (CTO)?
- What if my product is not perfect, does customer will trust my brand?

Meeting controls and participant list:

- Participants: gn..., GOKUL N..., avanthika, Dr.G.MURU..., VM
- Controls: Video off, Microphone off, Speaker on, More options, End call



Lean Start-up & Minimum viable Product/Business

By

Dr. G. Murugesan
Professor – Management,
Vinayaka Mission's Kirupananda Variyar
Engineering College, Salem.

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To presenter

Take Control

Participant list:

- Dr.G.MURU... (Video on)
- avanthika (Muted)
- R.ANAND... (Muted)
- VR (Muted)
- VM (Muted)

Control bar:

- Video off
- Microphone off
- Speaker on
- More options
- End call